







CELEBRATING 25 YEARS

THE FABRIC OF FUNDRAISING

FUNDRAISING DAY
MAY 30, 2019
METRO TORONTO CONVENTION CENTRE

MADE WITH 100% PASSION

AFP

FUTURE OF PHILANTHROPY

Two photographs are included: one showing a woman speaking at a podium with a microphone, and another showing a group of four women sitting together and smiling.

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Two photographs are included: one showing a woman standing in front of a sign for 'The Gamson Fund Diagnostic Centre', and another showing a woman standing in front of a modern building.

Concordia's first female building engineer gifts \$15M to alma mater

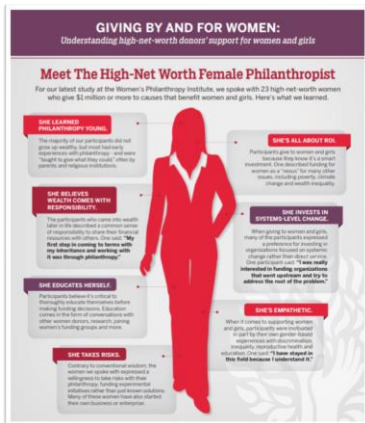
The Faculty of Engineering will be named after Sheela Parvathi Chetty, who has gift and help build and enhance the research environment.

RENDERING: KATHA MARFATIL-GAZITTE (Source: September 25, 2018)



RESEARCH

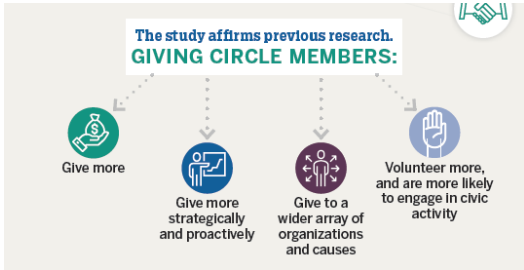
- Women are:
 - Surpassing men in educational attainment
 - Generating their own income at a growing rate
 - Receiving a transfer of wealth twice in their lifetime
 - The decision maker for household spending and investing
- Giving is *relational*, not simply *transactional*
- Women are interested in deeper engagement





WHAT WOMEN WANT

- An emotional connection
- More research in advance of donating to an organization
- 68% of Canadian women support no more than 3 causes each year
- To be part of the fight against persistent gender inequality
 - Philanthropy gives them the opportunity to be part of the solution and help other females
- Look to engage in events and programs
 - Advocacy and opportunities for collective action
 - Share knowledge and expertise
 - Enjoy access to leaders





LANDSCAPE

WOMEN MOVING MILLIONS



The 25 Team is a group of 25 influential Canadian women who have joined together to save the lives of the world's most vulnerable women and children. Through this unique and innovative partnership, these women have changed the face of philanthropy in Canada and set a new standard for global giving. UNICEF Canada's 25th Team initiative is providing unprecedented engagement to its members in their philanthropic endeavors.

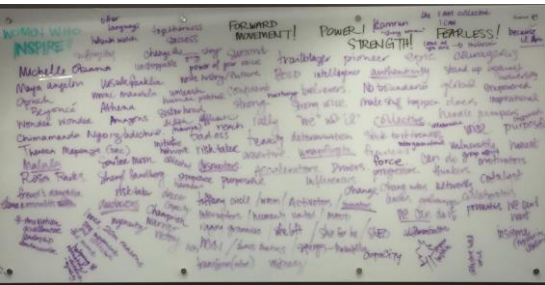






UNDERSTANDING READINESS

- Internal
 - CEO, Board, Leadership
 - Dedicated staff time (~ 1/2 FTE)
 - Data clean-up
- External
 - Competitive landscape
 - Peer consultation
 - Prospective members
 - Community consultation





BUILDING THE FRAMEWORK

- Prospects
 - Linkage, Ability, Interest
- Criteria & Standards
 - Minimum investment, acceptable methods, designations, seats "earned"
- Responsibility
 - Cultivation vs Stewardship
- Engagement
 - Balanced learning journey
 - Events, Trips, Advocacy



SUCCESSSES

- 23 donors pledged to date
 - Representing \$3.5M
- Increased giving – from monthly to major gifts
- New donors
- Diversity (age and experience)
- Engagement
 - UNGA
 - Senegal
 - Women Deliver



CHALLENGES & CONSIDERATIONS

- Internal
 - Communication strategy
 - Attendance at events
 - Advocacy
- External
 - Diversity (ethnic)
 - Hands on volunteering, mentorship, etc.
 - Engaging men



THANK YOU!

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